

Cafe Yi

Public Sector Advisory Service, System Design & Delivery

Wellington, New Zealand
Email | LinkedIn | Portfolio

PROFILE

Public sector advisory, service design and complex delivery professional with 18+ years of experience across digital services, accessibility, information architecture and built environment delivery.

I help teams clarify complex problems, connect user evidence with delivery constraints, and turn service ideas into implementation ready outcomes.

KEY SKILLS

- Public sector advisory
- Service and system design
- Accessibility focused pathways
- Information architecture
- Stakeholder engagement
- Research synthesis
- Usability testing
- Work programme coordination
- Implementation readiness
- Vendor coordination
- Quality assurance

TOOLS

- Figma
- Miro
- Microsoft Office
- Microsoft Project
- Microsoft Clarity
- Adobe Creative Suite

LANGUAGES

- Mandarin, native
- English, professional fluency
- Cantonese, professional fluency

EDUCATION

Master of User Experience Design
Victoria University of Wellington, 2025 to 2026, Graduate with Distinction

Bachelor of Architecture
South China University of Technology, 2002 to 2007

SUMMARY

My recent public sector work includes leading the creation and testing of the NZ Police Victim Hub, where I owned scope definition, stakeholder engagement, research, information architecture, prototyping, comparative usability testing and delivery handover. My earlier career in public buildings and civic environments shaped my systems thinking approach to accessibility, public value and long term service delivery.

SELECTED EXPERIENCE

Principal Advisor

Ministry of Justice, New Zealand | Mar 2026 to Jun 2026, fixed term

- Led the end to end creation and testing of the NZ Police Victim Hub under the Justice Sector Directorate Victims Programme.
- Restructured fragmented victim related information into a clearer pathway and dedicated entry point on the NZ Police website.
- Applied research, information architecture, prototyping and comparative usability testing, showing measurable improvements in task success, ease of use and completion time.
- Used testing findings to define a focused iteration priority around clearer "what happens next" content, rather than recommending a full redesign.

Deputy Director

ADG Studio, Guangdong Architectural Design and Research Institute Group Co. Ltd. | Jan 2024 to Jan 2025

- Served as deputy team lead for a 20 member multidisciplinary design team, overseeing project operations, workforce planning, resourcing, governance, stakeholder communication, employee training and technical recruitment.
- Completed 34 design projects, including one shortlisted proposal and three winning bids, while contributing to average output value of NZD 1.6 million per person and 8.3 percent year on year growth.
- Coordinated outsourced specialist vendors and consultants, including model making, rendering, facade and lighting consultants. Clarified scope, deliverable requirements, timelines and quality expectations.

Deputy Chief Architect

ADG Studio, Guangdong Architectural Design and Research Institute Group Co. Ltd. | Mar 2009 to Mar 2024

- Contributed to more than 3.4 million sqm of designed projects, including approximately 115,000 sqm of completed built work across public, transport, sports, cultural and commercial environments.
- Led teams of 10 to 15 members across concept, documentation and implementation stages, managing schedules, workflows and deliverable quality.
- Supported early planning and feasibility work for the Guangdong Disabled Persons' Sports and Arts Training Centre, working with quantity surveyors to estimate accessibility facility requirements and total project costs for construction funding approval.

SELECTED PROJECTS

NZ Police Victim Hub

Public sector digital service | 2026

- Created a dedicated victim information channel by consolidating fragmented information into one hub and five sub pages.
- Delivered measurable improvements in the tested experience: task success increased from 66.7% to 88.9%, average ease improved from 2.67/5 to 4.17/5, and median task time reduced from 140 seconds to 82 seconds.
- Delivered implementation ready documentation, content ownership mapping and handover material for NZ Police.

RECOGNITION

Google Project Management, Microsoft Content Development and Management, Google AI Essentials.

Class 1 Registered Architect of China. Professor level Senior Engineer, Architecture.

10+ national and provincial industry design awards.

Accessibility Support Hub

Service design and accessibility | 2025 to 2026

- Accessibility focused public service prototype for Ministry of Justice court support information.
- Led a three person UX team across stakeholder engagement, service blueprinting, information architecture, prototyping and usability testing.
- Conducted an on-site field visit to understand court accessibility conditions, improving UX writing accuracy and linking digital support pathways with the physical court experience.

Studier

Research operations and product design | 2026

- Designed and built a lightweight internal research operations platform within one week to support customised usability testing for a government project.
- Created a dashboard style task management interface for viewing, creating, publishing and managing user-generated testing tasks.

Voting Starter Kit

Civic participation and multi-channel UX | 2025

- Contributed to research synthesis, problem framing, content strategy, information architecture, UX/UI design and usability testing.
- Helped translate complex civic information into social media cards, a folded brochure and a responsive website prototype.

Selected Built Environment Work

Public buildings and civic environments

- Worked across major public, transport, sports, cultural and commercial projects, with a focus on complex systems, stakeholder coordination, quality assurance and long lifecycle delivery.
- Built practical understanding of accessibility as part of a wider service and delivery system, including cost, construction, operation, maintenance and long term use.

Selected case studies and further project details available through the portfolio website.